



## Creating Policy, Systems, Environmental Change: Success Story and Lessons Learned

### Title

Youth Leaders promote a healthy school environment through healthy fundraising.

### Intervention Summary

Unhealthy fundraising is rather common in our district. However, through the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed the Stay Alive, Stay Healthy (SASH) Team was established to promote a healthy school environment. The SASH team at Mt. View Middle School realized that unhealthy fundraisers were contributing to poor health among their peers. After discussing healthy fundraising options, the team determined that a fun run on campus would both promote a healthy school environment and raise funds for their school. SASH members shared the idea to Mt. View administrators and staff. After receiving approval members begin planning the event. The team delivered speeches and PowerPoint presentations to students and staff to encourage participation. Ninety nine students and many teachers took part in the fun run and raised nine hundred and sixty six dollars. Following the Fun Run the SASH team delivered a check to Mt.View Middle School in the presence of the school district board.

### Description of Barriers Encountered and Identified or Proposed Solutions

Schools are very much used to holding fundraisers where unhealthy food is sold. These fundraisers have financed many school events in the past and because of this schools are very likely to continue with them as their main source of fundraising. The SASH team plans to continue with its campaign of healthy fundraising.

## Future Directions/Sustainable Success

Healthy fundraisers at a small scale will continue to be held to demonstrate that this type of fundraising is also profitable to schools. We plan on including “healthy fundraising” language into the district’s wellness policy. Conversations with Administration and board members at the district will also continue.

## Contact information about this Narrative

**Local Health Department Grant Name:** Kern County Public Health Department

**Grant #:** 13-20529

**Author’s Name:** Veronica Recendiz

**Phone:** 661-845-2724

**Email:** [vrecendiz@lesd.us](mailto:vrecendiz@lesd.us)

This material was produced by the California Department of Public Health’s Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [www.CaChampionsForChange.net](http://www.CaChampionsForChange.net).